

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

**LISTING OF CLAIMS:**

1. (currently amended): An apparatus for providing object-in-content information, managed by an object-in-content information managing device, comprising:

a central control unit operable to receive content, supply basic content information of the content, and provide the object-in-content information in a user-viewable format; and

an object information interface unit operable to transmit a request message including the basic content information to the object-in-content information managing device, receive a response message including the object-in-content information corresponding to the basic content information from the object-in-content information managing device, and transmit the object-in-content information included in the response message to the central control unit,

wherein the received content is not received through the object-in-content information managing device.

2. (currently amended): An apparatus for providing object-in-content information of content, comprising:

a basic content information converting unit operable to receive a message including basic content information of the content and provide converted basic content information corresponding to the basic content information;

a storage unit operable to store the object-in-content information;

an information search unit operable to extract the object-in-content information stored in the storage unit by using the converted basic content information; and

an object information transmitting unit operable to generate a response message including the object-in-content information provided by the information search unit and transmit the response message to a central control unit,

wherein the object information transmitting unit does not transmit the content to the central control unit.

3. (original): The apparatus as claimed in claim 2, wherein the basic content information converting unit receives the message, transmits the basic content information to a unit that provides the content, receives the converted basic content information from the unit and provides the converted basic content information.

4. (original): The apparatus as claimed in claim 1, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

5. (original): The apparatus as claimed in claim 2, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

6. (original): The apparatus as claimed in claim 2, wherein the converted basic content information comprises one of actual coordinates, a relative time, a content identifier, or a combination thereof.

7. (currently amended): A system for providing object-in-content information of content, comprising:

an apparatus for providing the object-in-content information, which comprises:

a central control unit operable to receive the content, supply basic content information of the content, and provide the object-in-content information in a user-viewable format;

an object information interface unit; and

an object-in-content information managing device, wherein:

the object information interface unit is operable to transmit a request message including the basic content information to the object-in-content information managing device, receive a response message including the object-in-content information corresponding to the basic content information from the object-in-content information managing device, and transmit the object-in-content information included in the response message to the central control unit, and wherein

the object-in-content information managing device comprises:

a basic content information converting unit operable to receive the request message and provide converted basic content information corresponding to the basic content information,

a storage unit operable to store the object-in-content information,

an information search unit operable to extract the object-in-content information stored in

the storage unit by using the converted basic content information, ~~and~~

an object information transmitting unit operable to generate the response message including the object-in-content information provided by the information search unit, and wherein the received content is not received through the object-in-content information managing device.

8. (original): The system as claimed in claim 7, wherein the basic content information converting unit receives the request message, transmits the basic content information thereof to a unit that provides the content, receives the converted basic content information from the unit and provides the converted basic content information.

9. (original): The system as claimed in claim 7, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

10. (original): The system as claimed in claim 7, wherein the converted basic content information comprises one of a relative time, a content identifier, actual coordinates, or a combination thereof.

11. (original): The system as claimed in of claim 7, further comprising a content provider operable to provide the content, receive the basic content information through a separate medium other than a medium providing the content, and provide the converted basic content information corresponding to the received basic content information through the separate medium.

12. (currently amended): A method of providing object-in-content information of content, the method comprising:

receiving the content;

obtaining basic content information of the content;

transmitting a request message including the basic content information to an object-in-content information managing device; and

receiving a response message including the object-in-content information extracted according to the basic content information included in the request message,

wherein the received content is not received through the object-in-content information managing device.

13. (original): The method as claimed in claim 12, further comprising providing the object-in-content information included in the response message in a user-viewable format.

14. (original): The method as claimed in claim 12, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

15. (currently amended): A system for providing object-in-content information of content, comprising:

a processing unit operable to receive the content and provide basic content information of the content; and

an object-in-content information providing unit operable to receive a request message including the basic content information from the processing unit, and transmit a response message including provide the object-in-content information corresponding to the basic content information,

wherein the processing unit is operable to provide the object-in-content information from the object-in-content information providing unit in a user-viewable format, and wherein the received content is not received through the object-in-content information providing unit.

16. (original): The system as claimed in claim 15, wherein the content is an original content not processed with the object-in-content information or object recognition information of the content.

17. (original): The system as claimed in claim 15, wherein the processing unit receives the content, as original, through one network and receives the object-in-content information, modifiable, from another network.

18. (original): The system as claimed in claim 15, further comprising an object-in-content information provider operable to provide the object-in-content information without changing the content for the processing unit.

19. (original): The system as claimed in claim 15, wherein the object-in-content information providing unit receives updated object-in-content information for the content.

20. (currently amended): An apparatus for providing object-in-content information of content, comprising:

a control unit operable to receive the content, provide basic content information of the content; and

an object information interface unit operable to receive the object-in-content information corresponding to the basic content information from an object-in-content information managing device,

wherein the control unit provides the object-in-content information in a user-viewable format, and

wherein the received content is not received through the object-in-content information managing device.

21. (original): The apparatus as claimed in claim 20, wherein the apparatus receives the content, as original, not processed with the object-in-content information or object recognition information of the content.

22. (original): The apparatus as claimed in claim 20, wherein the object information interface unit receives updated object-in-content information for the content.

23. (original): The apparatus as claimed in claim 20, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

24. (original): The apparatus as claimed in claim 20, wherein the object information interface unit transmits a message including the basic content information to obtain the object-in-content information.

25. (currently amended): A method of providing object-in-content information of content, the method comprising:

receiving the content;

requesting the object-in-content information, from an object-in-content information managing device, by providing basic content information of the content;

receiving, from the object-in-content information managing device, the object-in-content information extracted according to the basic content information; and

providing the received object-in-content information in a user-viewable format,

wherein the received content is not received through the object-in-content information managing device.

26. (currently amended): The method of claim 25, wherein the receiving the content includes receiving the content, as original, and the requesting of the object-in-content information includes receiving the content, as original, and obtaining the basic content information of the original content.

27. (original): The method of claim 25, wherein the receiving of the object-in-content information includes receiving updated object-in-content information corresponding to the basic content information of the content.